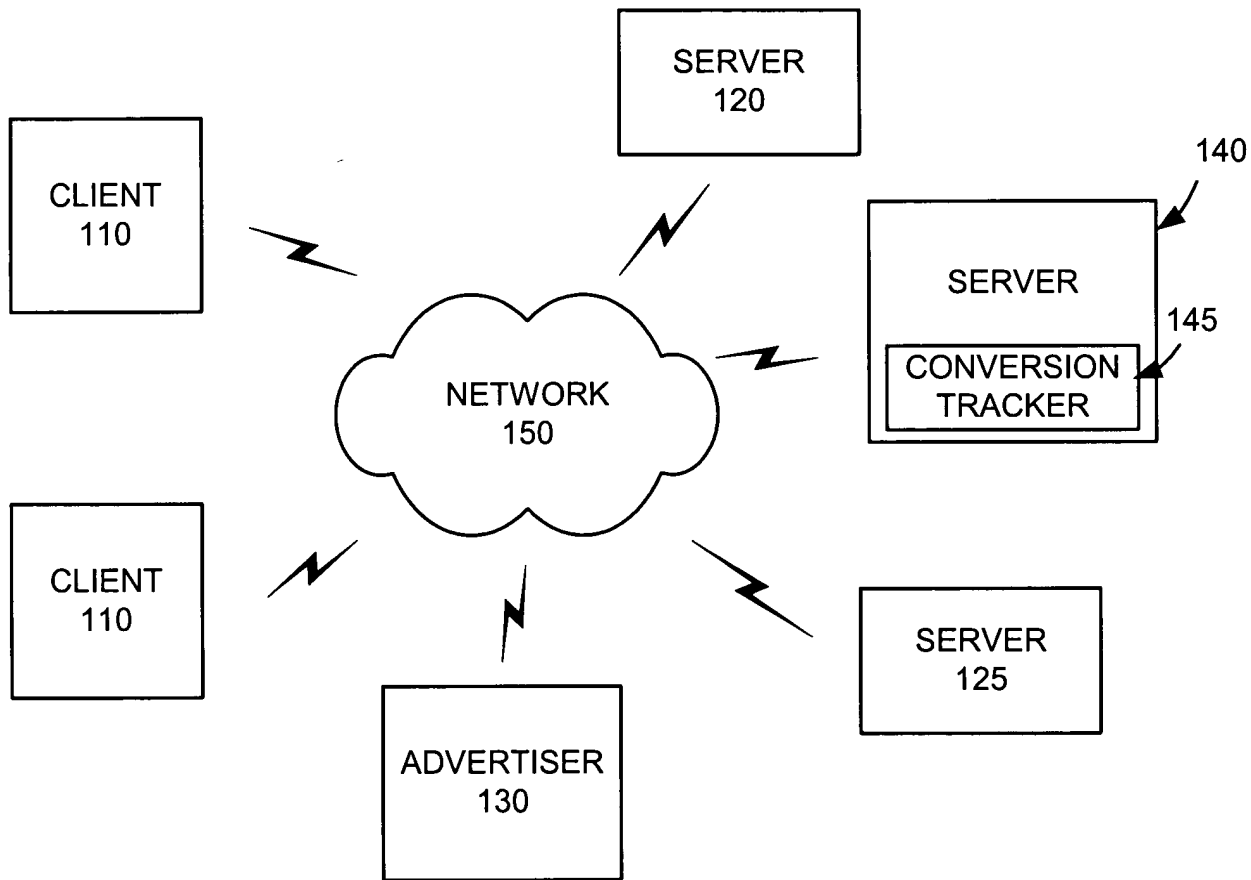
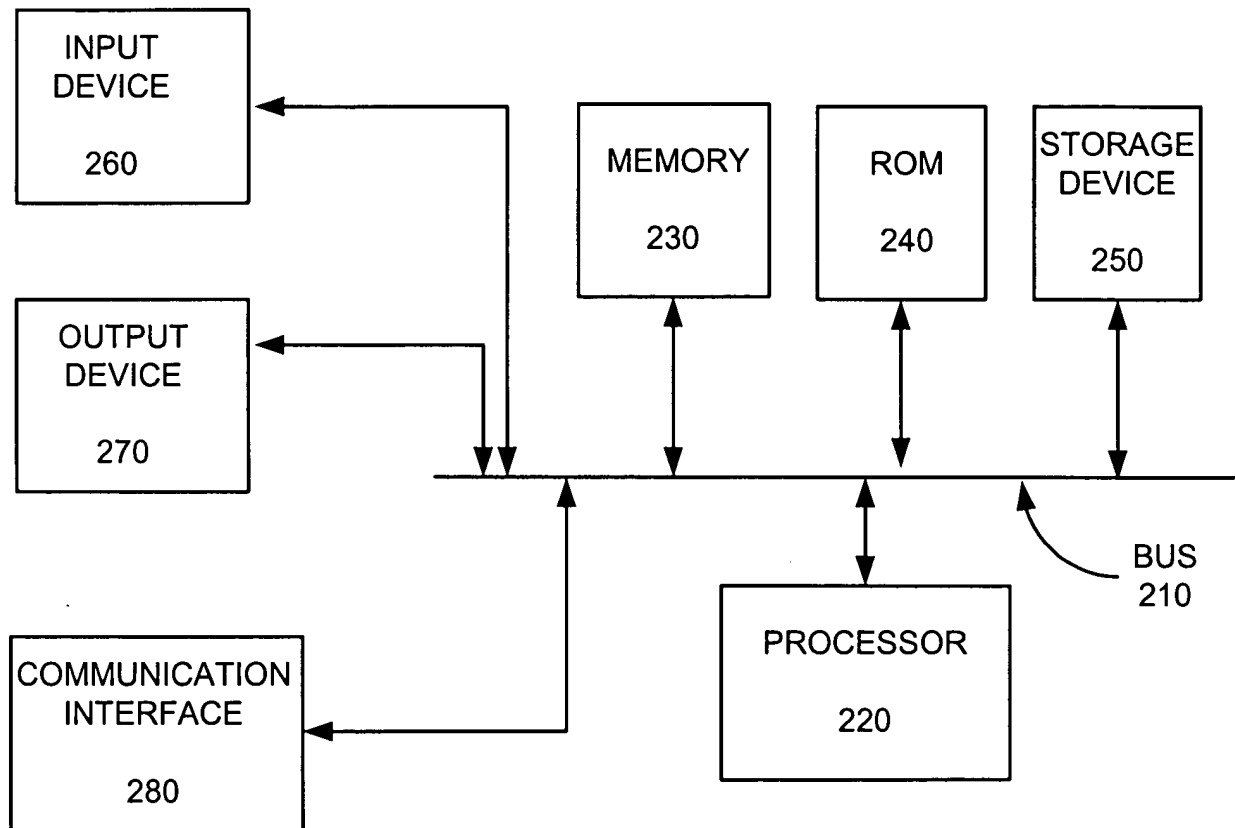


100 →



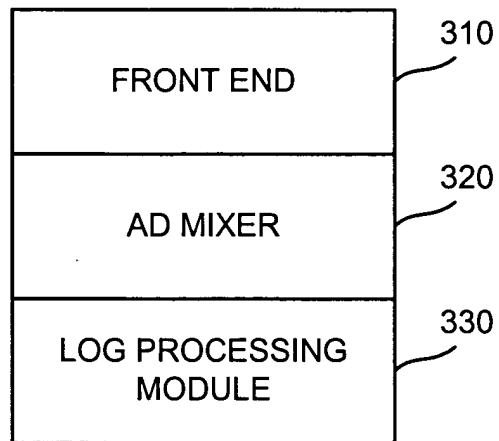
**FIG. 1**

120/125/140

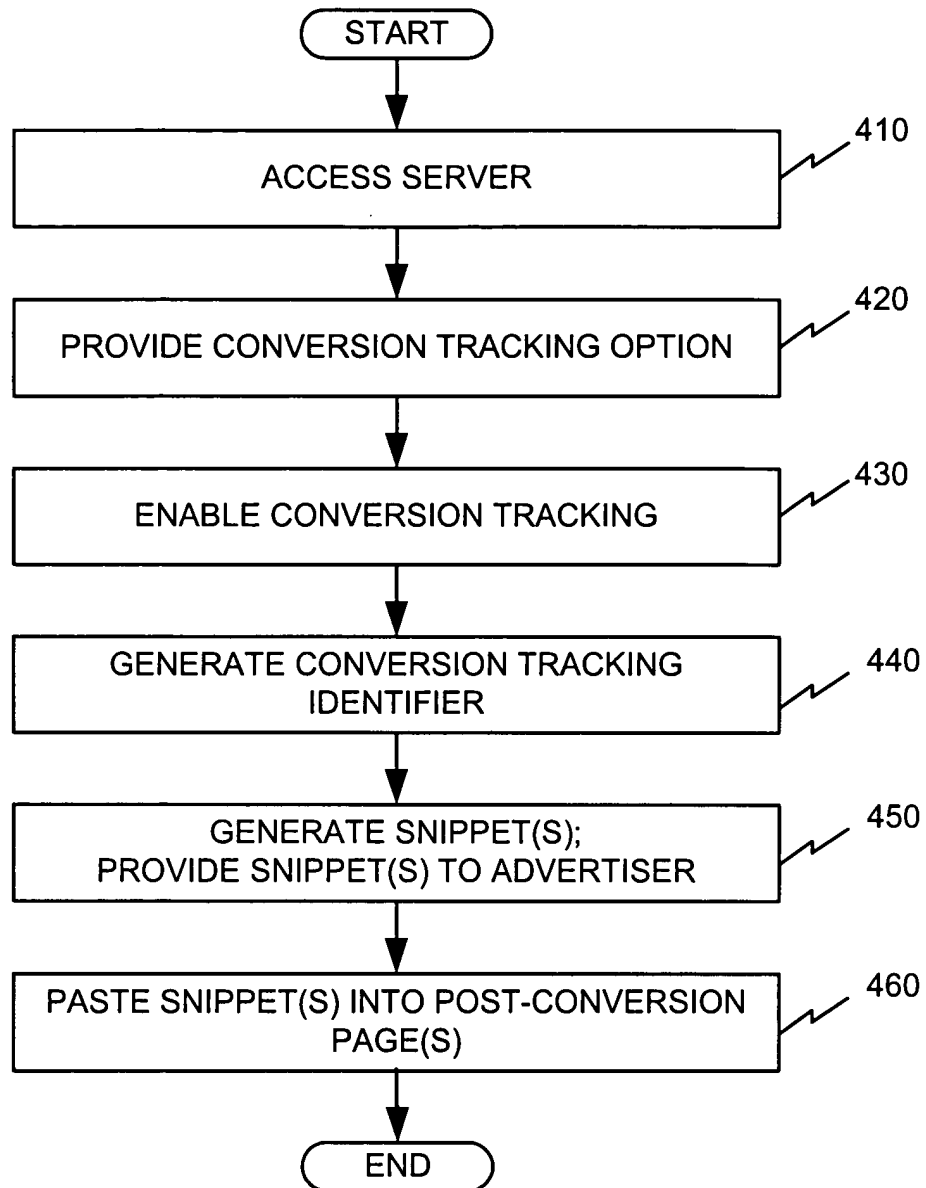


**FIG. 2**

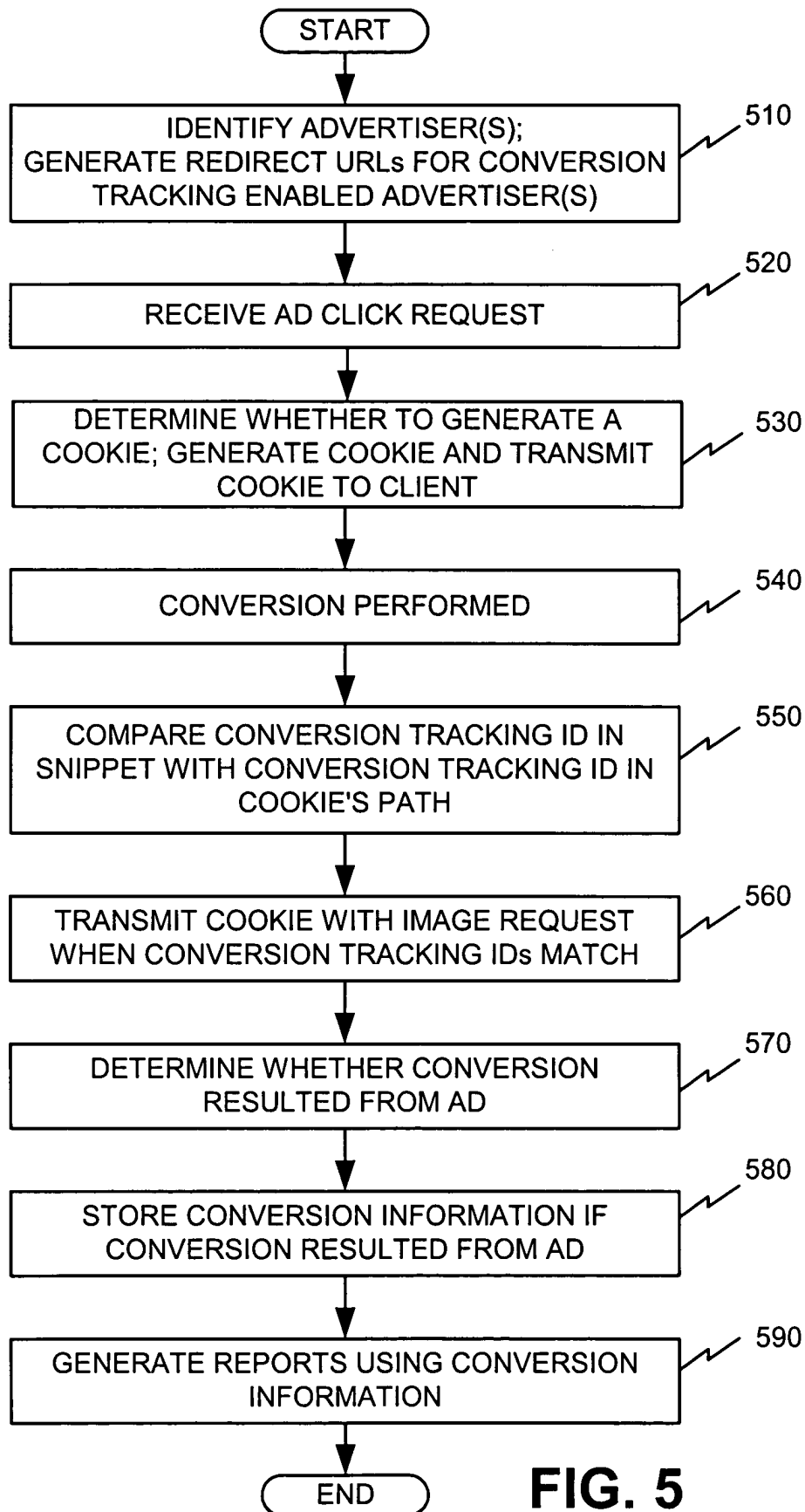
145 →



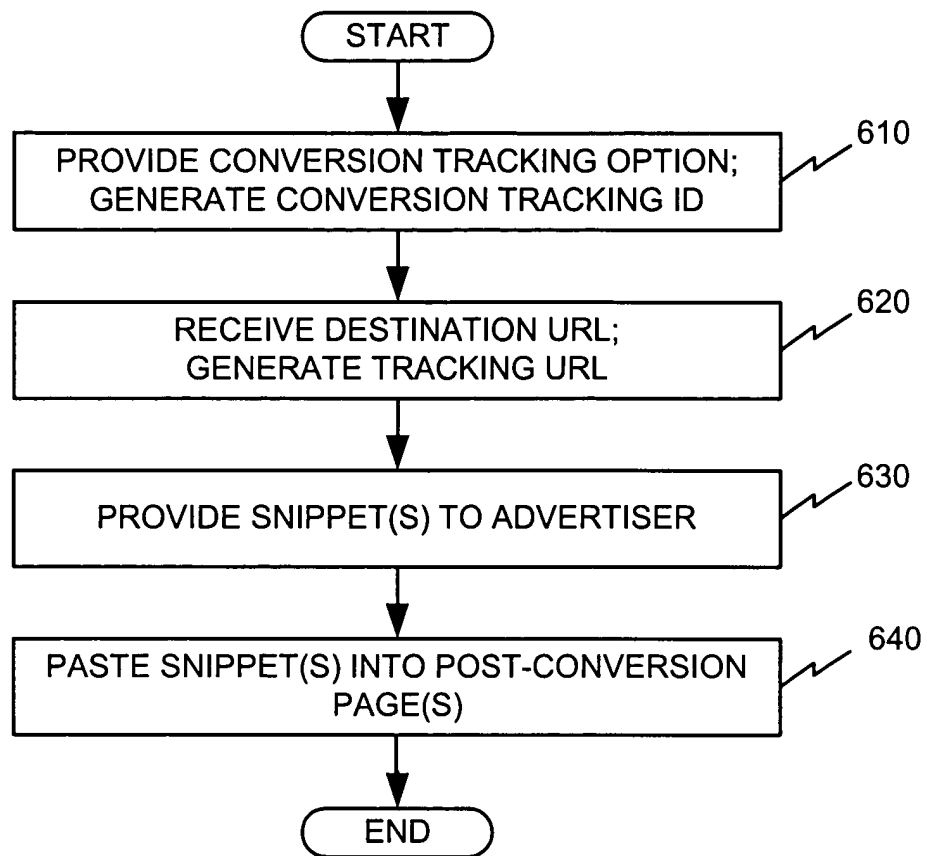
**FIG. 3**



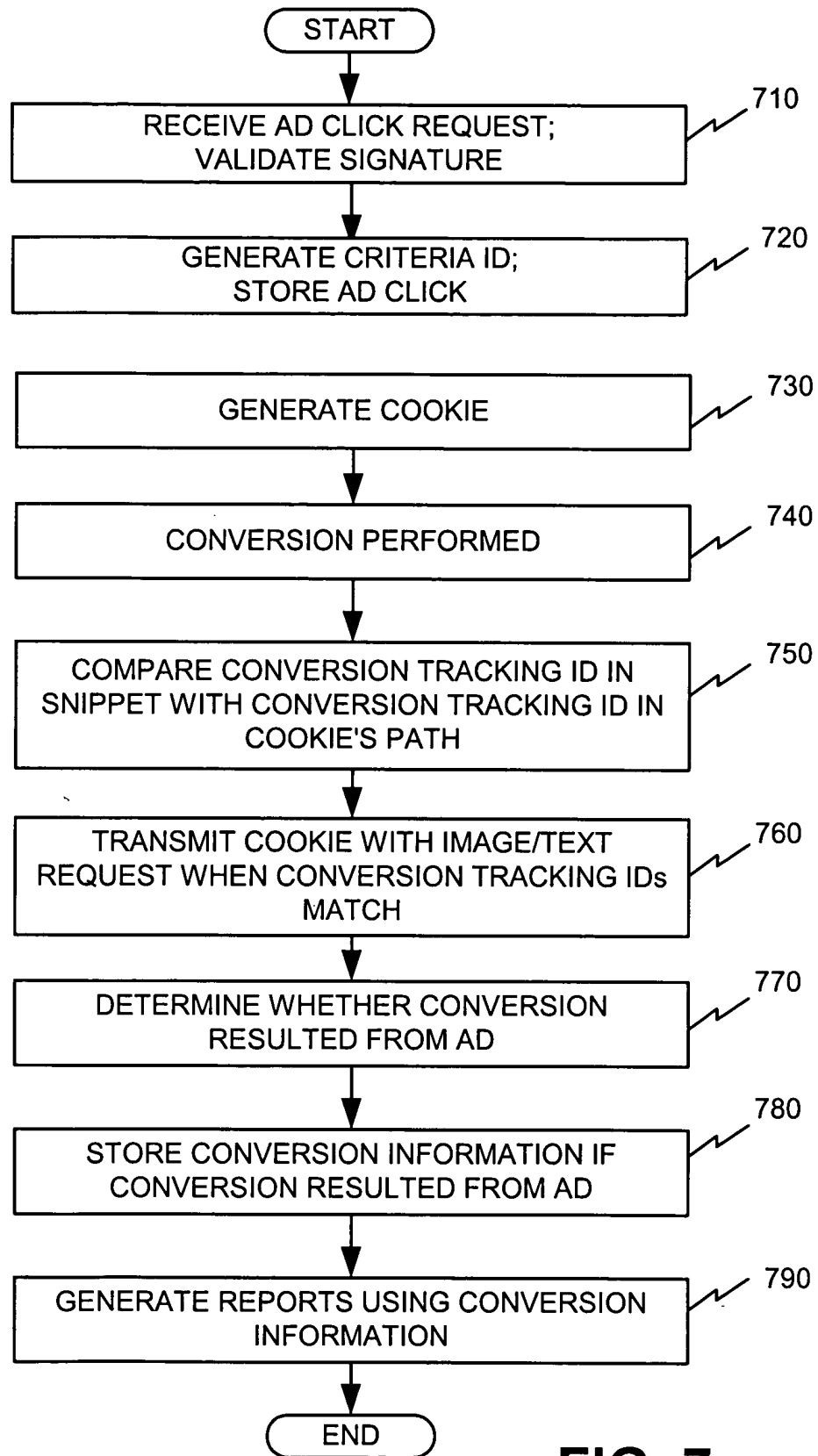
**FIG. 4**



**FIG. 5**



**FIG. 6**



**FIG. 7**

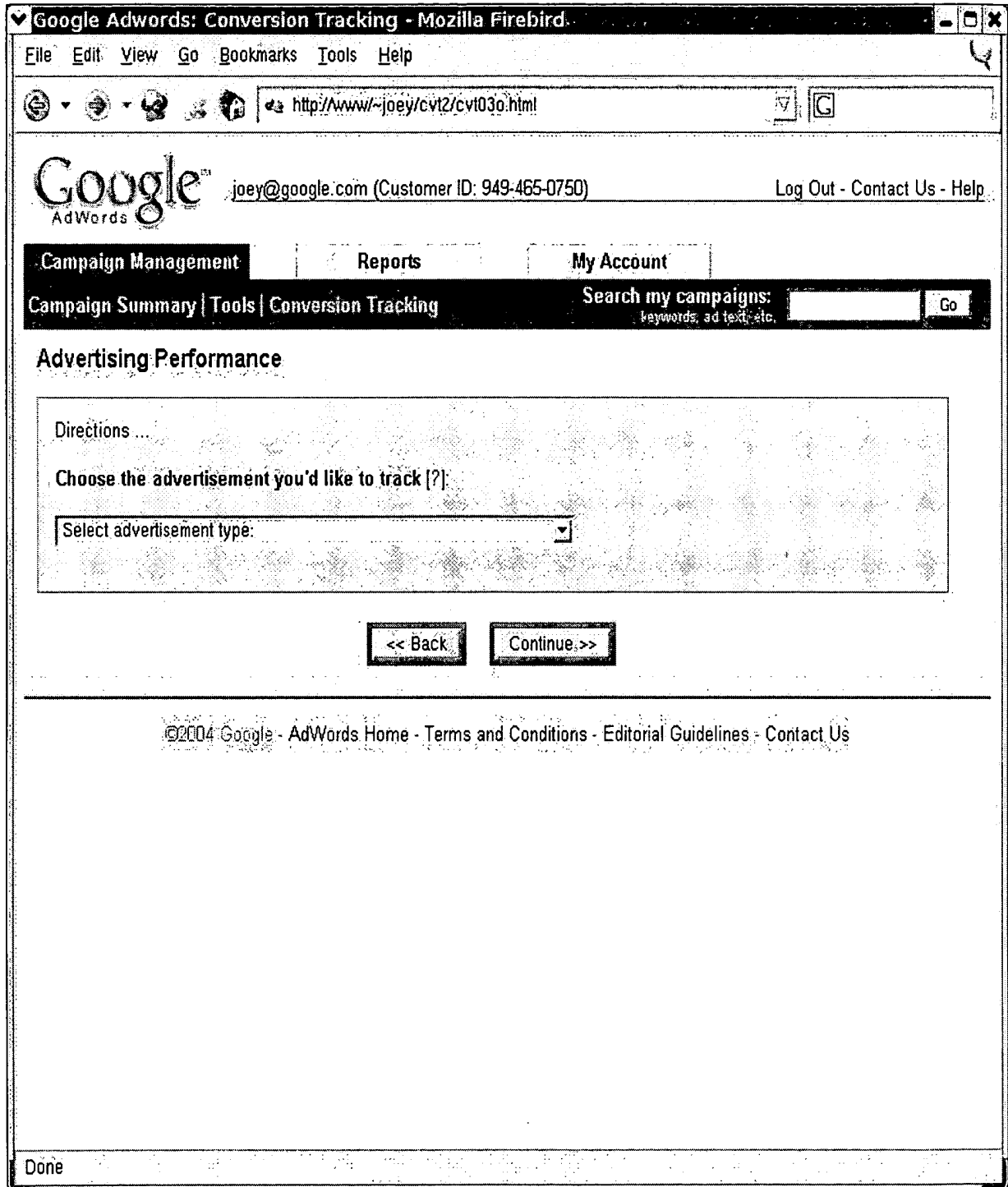


FIG. 8



Google Adwords: Conversion Tracking - Mozilla Firebird

File Edit View Go Bookmarks Tools Help

http://www/~joey/cvt2/cvt04o.html

Google™ AdWords joey@google.com (Customer ID: 949-465-0750) Log Out - Contact Us - Help

Campaign Management Reports My Account

Campaign Summary | Tools | Conversion Tracking Search my campaigns:  Go  
keyWords, ad text, etc.

### Advertising Performance

Directions ...

Advertiser:

Overture

Name this campaign [?]:

Destination URL [?]:

Cost per click (CPC) [?]:

USD \$

Keywords [?]:

Want more control? Set optional individual CPCs and destination URLs for each keyword in this ad group. [?]  
Example: keyword\*\*0.25\*\*http://www.yoururl.com/xyz

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Done

FIG. 9

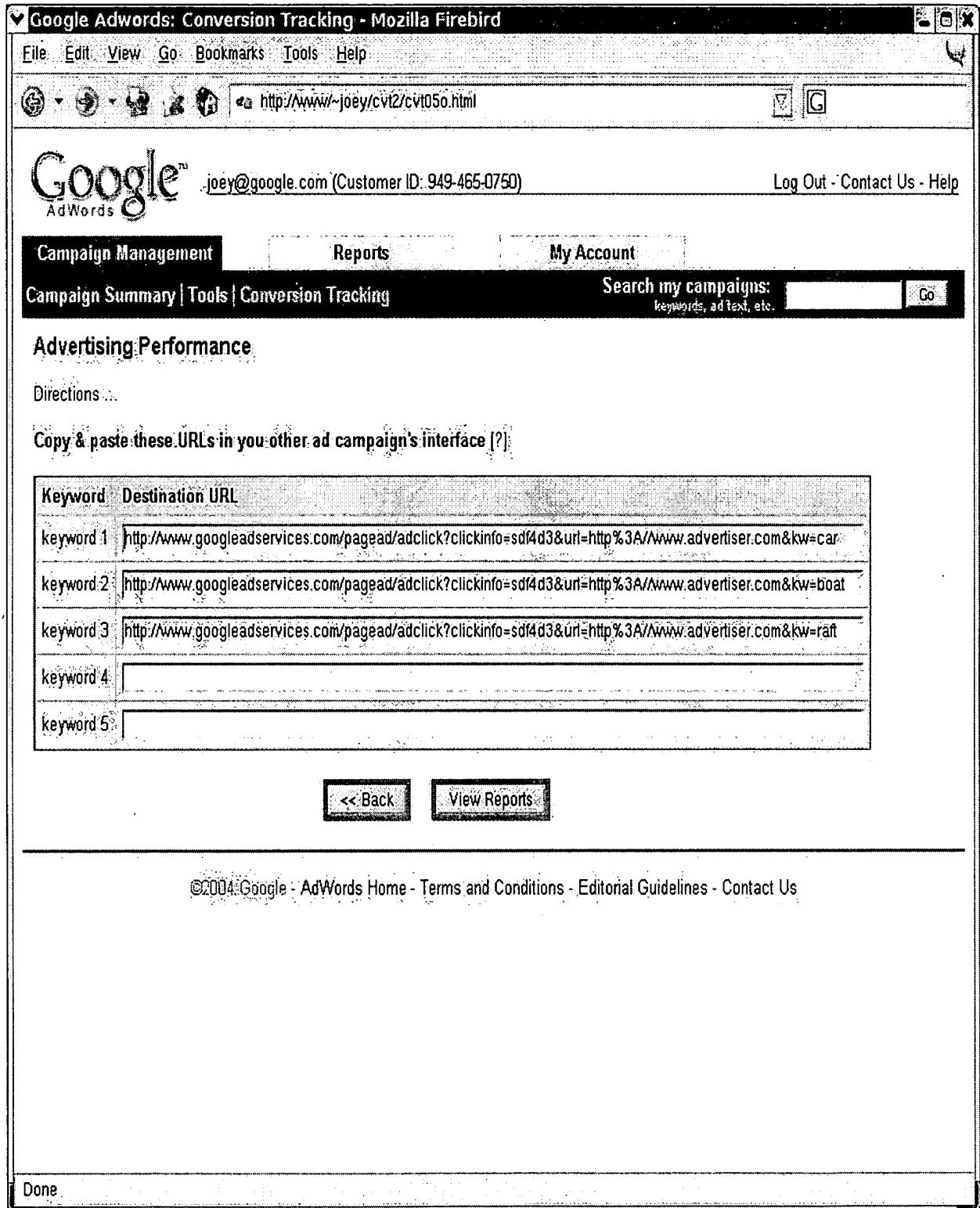


FIG. 10

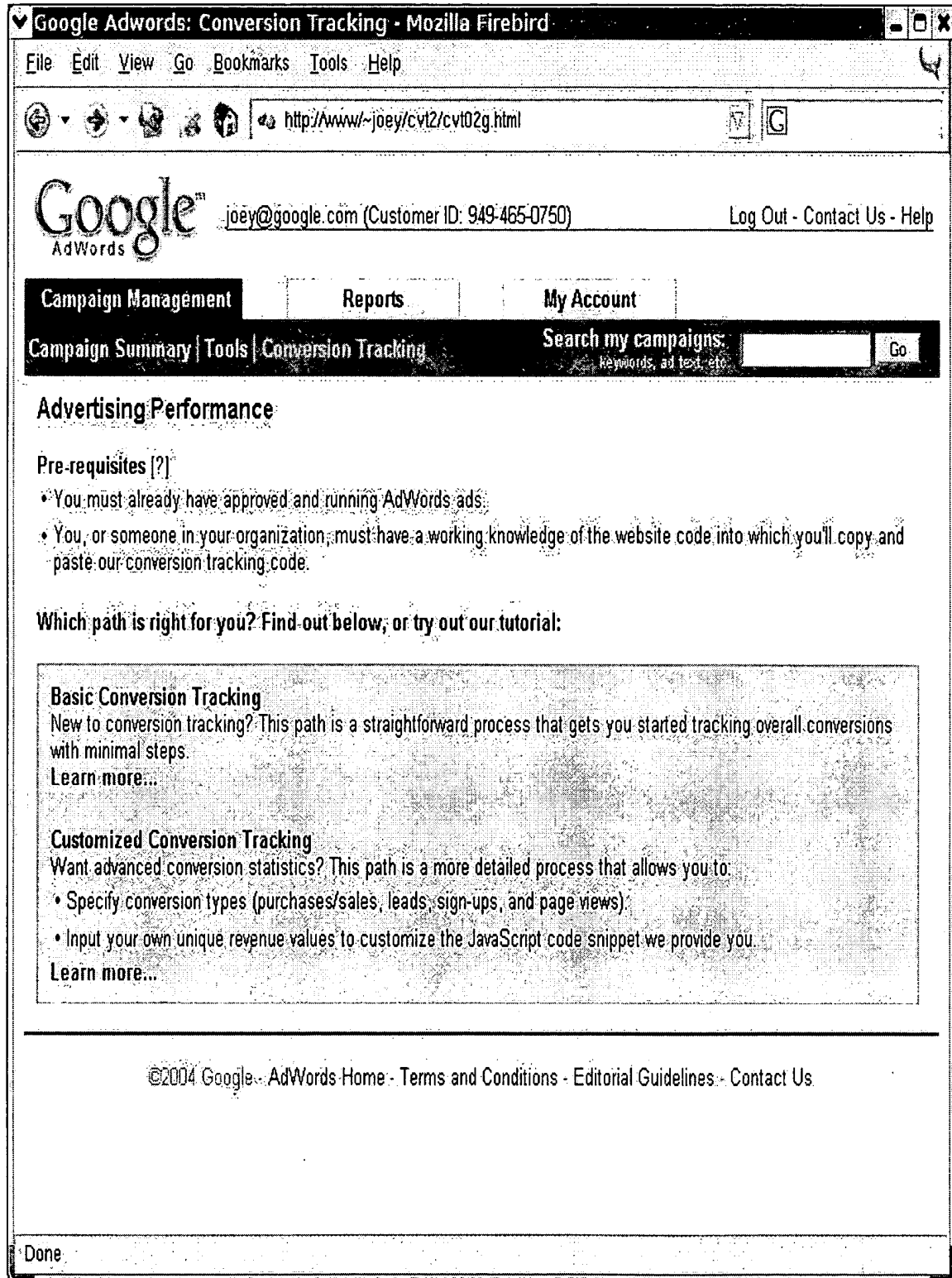


FIG. 11

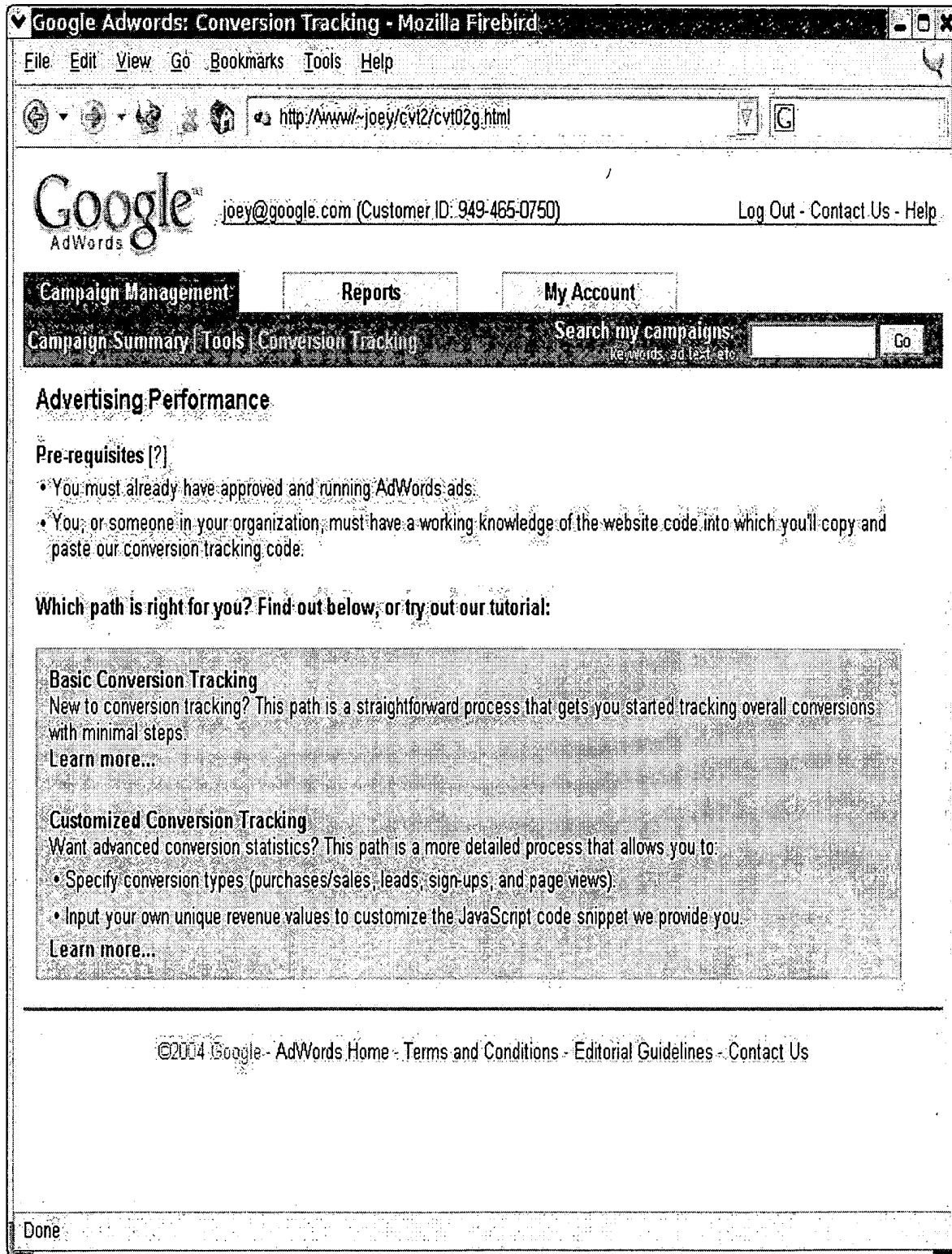


FIG. 12

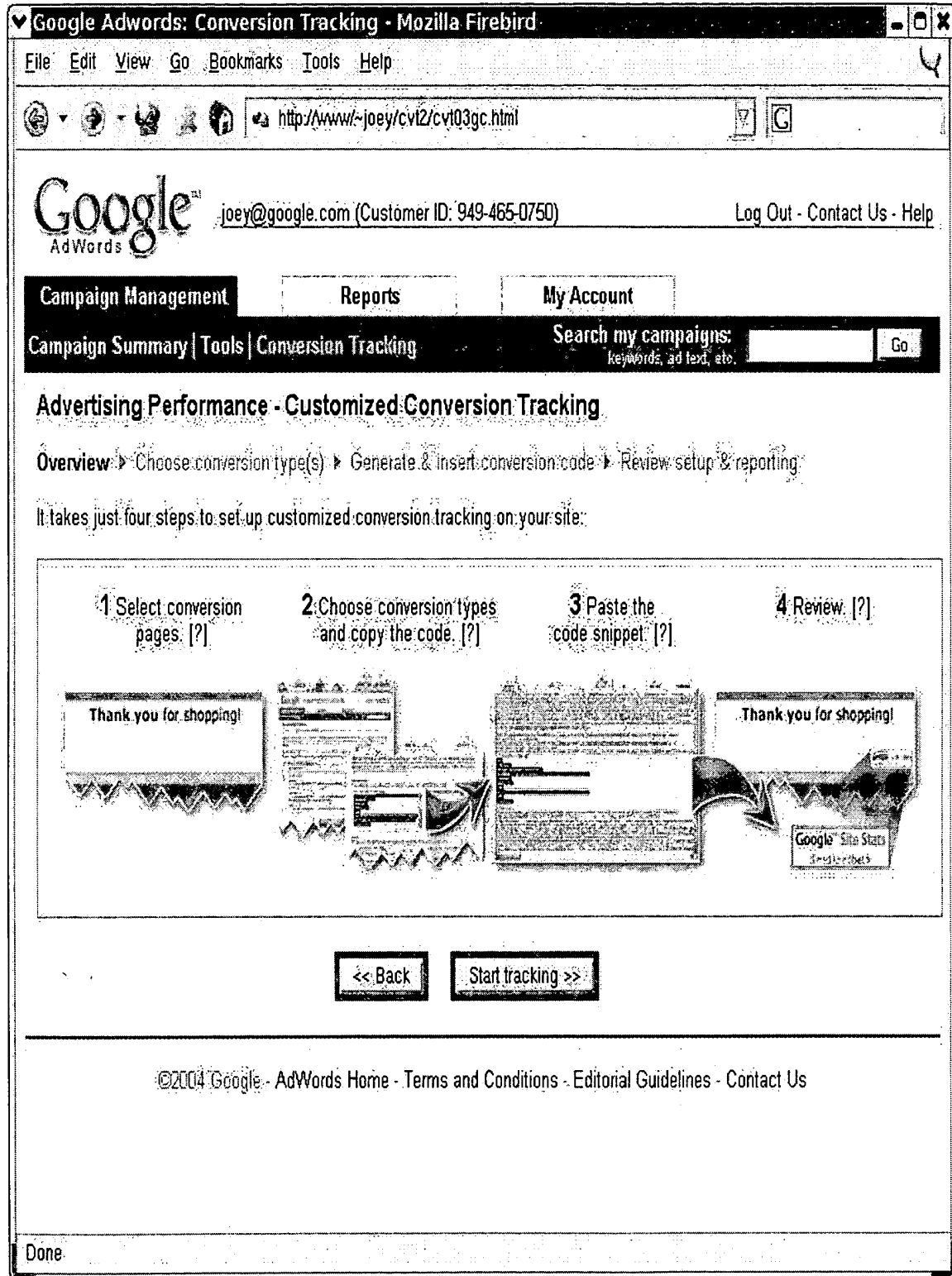


FIG. 13

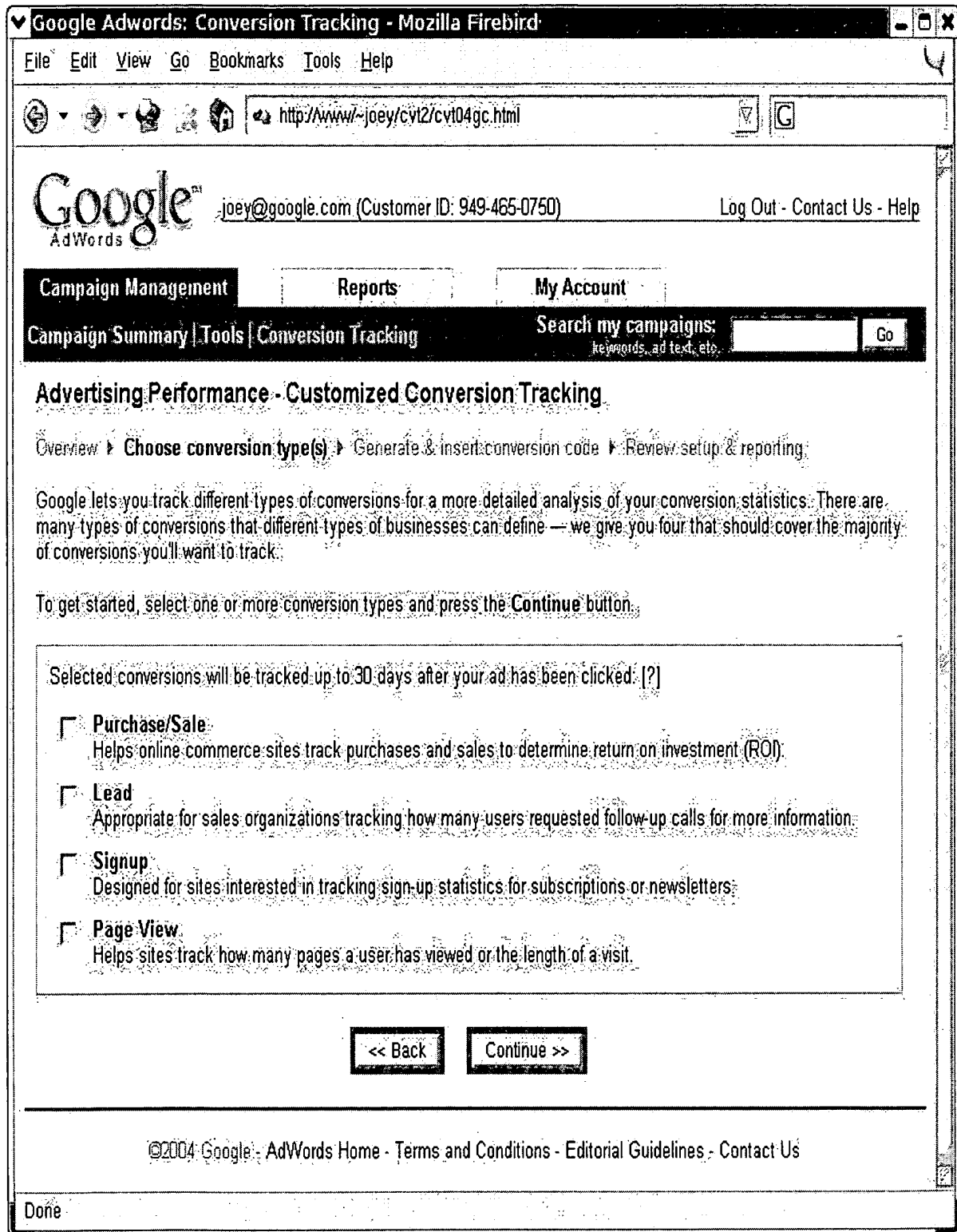


FIG. 14

Google Adwords: Conversion Tracking - Mozilla Firebird

File Edit View Go Bookmarks Tools Help

http://www/~joey/cvt2/cvt05gc.html

Google AdWords joey@google.com (Customer ID: 949-465-0750) Log Out - Contact Us - Help

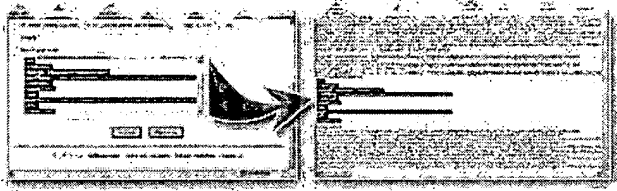
Campaign Management Reports My Account

Campaign Summary | Tools | Conversion Tracking Search my campaigns: keywords, ad text, etc. Go

### Advertising Performance - Customized Conversion Tracking

Overview ▶ Choose conversion type(s) ▶ **Generate & insert conversion code** ▶ Review setup & reporting

**DISCLAIMER:** Please note that site owners are solely responsible for the performance and maintenance of their website code. Google shall not be responsible in the event that the conversion tracking code is implemented incorrectly. Please be sure to make copies of any pages you intend to change before inserting the conversion tracking code.



To set up conversion tracking, follow these steps:

- 1 Choose the language of your site** - The tracking image will be translated into this language. [?]
- 2 Select the security level already in place for your conversion page(s).** [?]
- 3 Determine your conversion pages and make backup copies of them.** [?]
- 4 Purchase/Sale**  
 Helps online commerce sites track purchases and sales to determine return on investment (ROI).

Place this code on your pages: [?]

```
<!-- Google Conversion Code -->
<script language="JavaScript">
<!--
google_conversion_id = 1072365447;
google_conversion_language = "en_US";
if (1) {
  google_conversion_value = 1;
}
```

Optional - Enter variable:  
   
 ex. Total Cost: 5 \$TC [?]

**Lead**  
 Appropriate for sales organizations tracking how many users requested follow-up calls for more information.

Place this code on your pages: [?]

```
<!-- Google Conversion Code -->
<script language="JavaScript">
<!--
```

Optional - Enter variable:  
   
 ex. Total Cost: 5 \$TC [?]

Done

FIG. 15

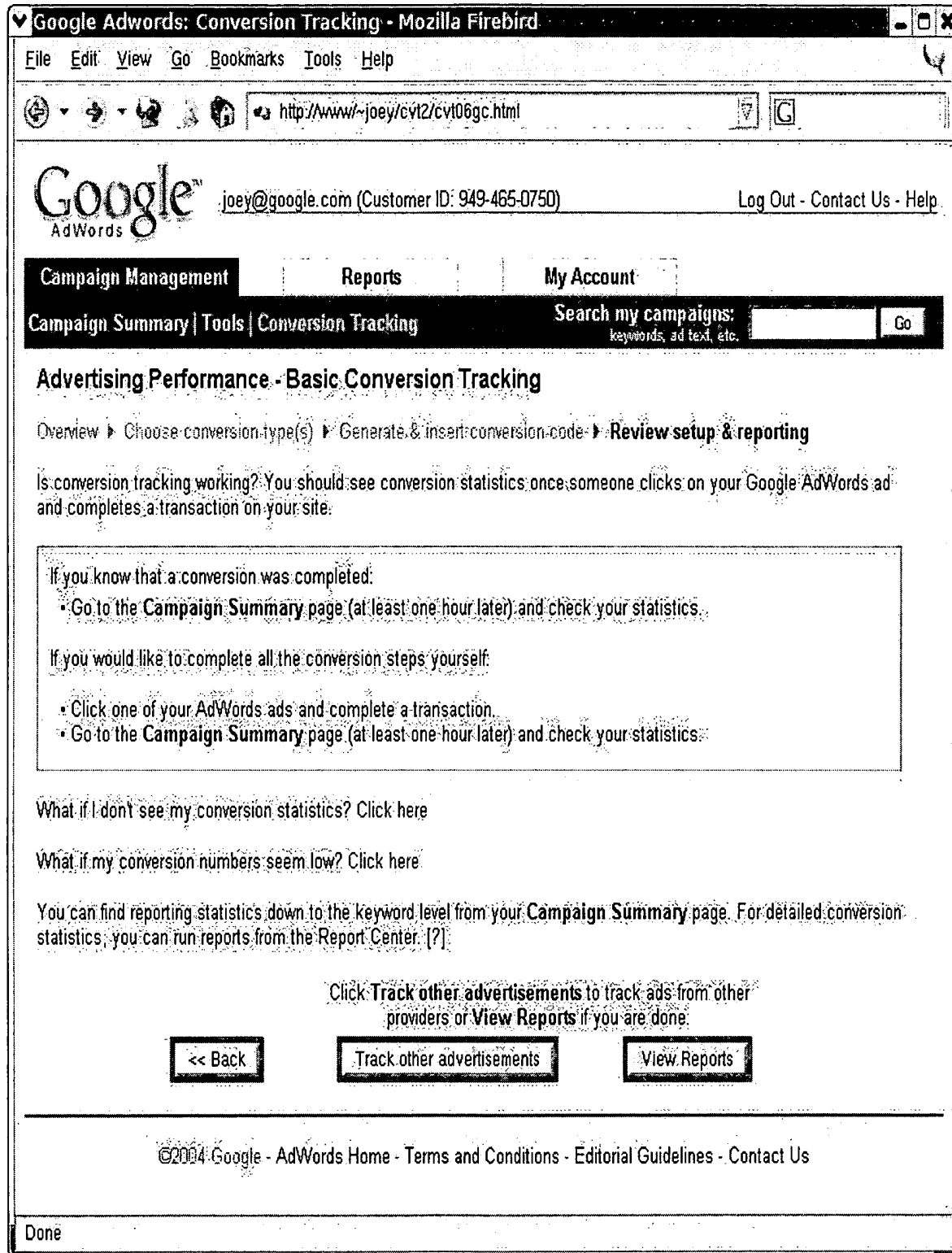


FIG. 16



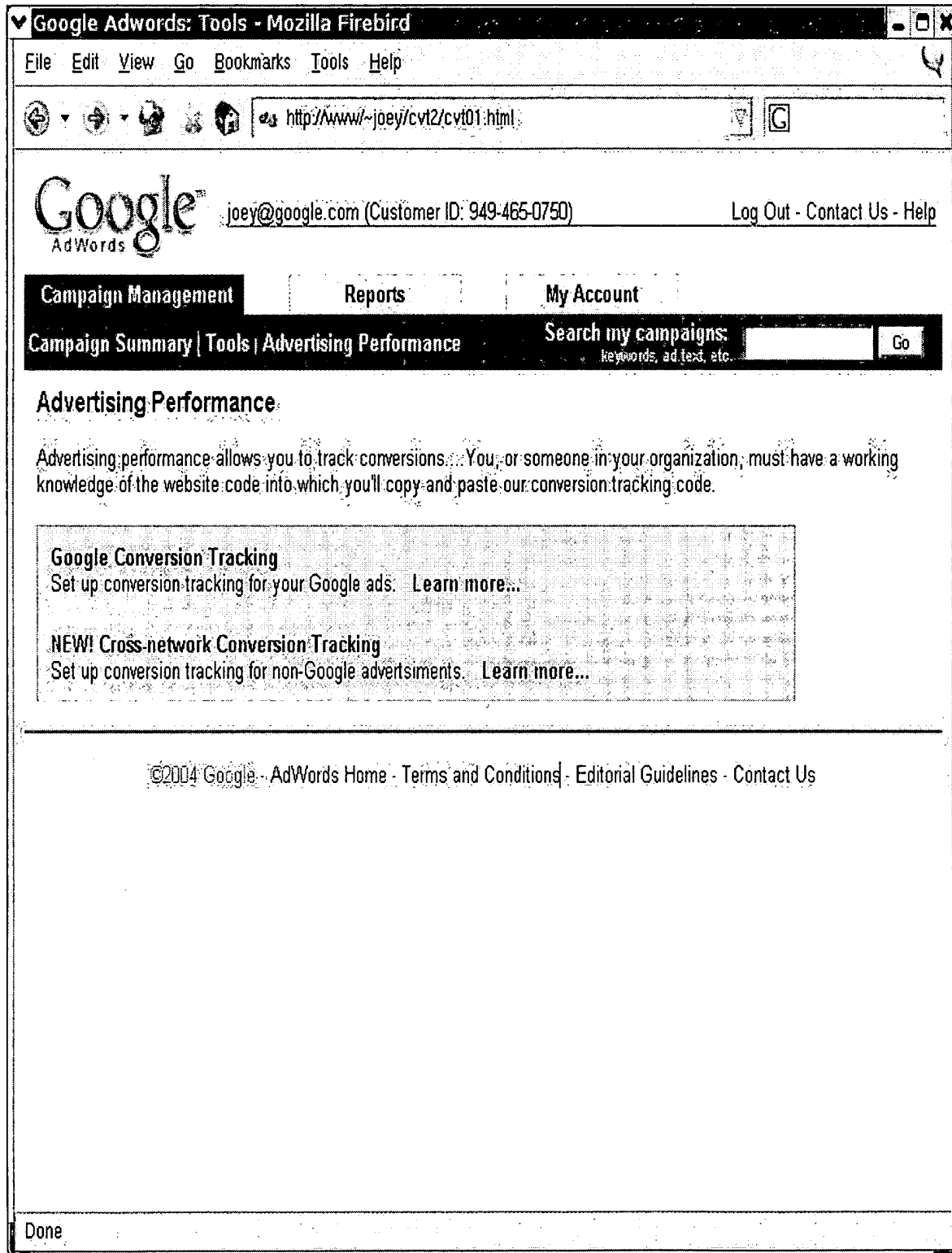


FIG. 17